Anupama Neupane

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Summary

UI/UX Designer and Computer Science student with a strong foundation in user-centered design, visual storytelling, and digital interfaces. Experienced in designing logos, mobile applications, and web-based platforms with a focus on clarity, accessibility, and aesthetics. Actively building a diverse portfolio to refine design skills, explore creative solutions, and deliver intuitive, impactful user experiences. Eager to contribute to collaborative design environments and continually grow as a product-focused creative.

Skills

Core Skills: User Interface (UI) Design, User Experience (UX) Design, Wireframing & Prototyping, Design Systems, Interaction Design, Responsive Design, Design Thinking, Usability Testing, User Research, Information Architecture

Tools: Figma, Photoshop, Canva (for visual content or mockups)

Technical Skills: HTML, CSS, JavaScript, React, Next.js, TypeScript **Soft Skills:** Collaboration, Communication, Feedback Iteration, Attention to Detail, Problem Solving, Time Management

Education

Kathmandu University, Dhulikhel, Kavre, Nepal   *Feb 2021 – Present*
Bachelor of Science in Computer Science

Kendriya Vidyalaya, Lazimpat, Kathmandu, Nepal   *2017 – 2021*
+2 CBSE Mathematics and Computer Science

Experience

UI/UX Design Intern   *July 2025 – Present*
Clairify.ai – Remote

- Designed mobile app interfaces in Figma based on user requirements and internal feedback.
- Collaborated with product managers and developers to align UI components with technical constraints.
- Contributed to interactive prototypes and conducted internal usability checks.

Case Study

UX Case Study – DOTM License Portal Redesign   *June 2025*
[View Full Case Study PDF]

- Evaluated the usability of Nepal's Department of Transport Management (DOTM) portal using Jakob Nielsen's heuristics and a user survey of 119 participants.
- Identified critical pain points including cluttered layout, broken navigation, poor system feedback, and non-functional mobile support.
- Highlighted major accessibility gaps, including lack of screen reader support and CAPTCHA-related task failures.
- Proposed a user-centered redesign focused on clarity, consistency, accessibility, and trust restoration.
- Demonstrated how poor usability discourages digital adoption and contributes to public distrust in e-government systems.

Projects

1. Hulaki – Personalized News App Design   [Figma Link]

- Designed a secure Nepali news delivery app with distinct UI modes tailored for Gen Z (scrollable), middle-aged (listicle), and general users (grid), based on user survey insights.

- Developed responsive dark/light themes with bilingual (Nepali-English) typography to ensure accessibility and cultural relevance.
- Focused on trust, usability, and personalization to enhance user engagement and build credibility in digital news delivery.

2. Personal Portfolio – Aesthetic Web Design   [Figma Link]
- Designed and developed a minimal, pastel-pink-themed portfolio website to reflect a calm, creative, and approachable design personality.
- Built custom components and vector illustrations in Figma for a cohesive visual language and brand identity.
- Prioritized clean layout, readability, and responsiveness across devices for optimal user experience.

3. DOTM License Portal Redesign – UX Case Study   [Figma Link]
- Identified major usability issues in Nepal's DOTM portal through heuristic evaluation and user feedback.
- Redesigned the website to optimize space usage, eliminate redundancies, and improve visual hierarchy.
- Ensured UI consistency, accessibility, and responsiveness across desktop.

4. Visual Identity – KURCH Club Logo   [Figma Link]
- Designed the official logo for Kathmandu University Research and Collaboration Hub (KURCH) in Figma.
- Circular emerald-green design with handshake and document motifs symbolizing trust, unity, and research exchange.
- Developed a scalable identity adaptable for digital and print mediums.

Achievements

Creativity & Innovation Lead, KU HackFest 2024   *Nov 2024*
- Led branding and visual design across event platforms, ensuring a consistent and memorable identity.
- Developed interactive challenges and engaging experiences to boost participant excitement and involvement.
- Collaborated closely with design and development teams to deliver user-friendly digital tools for registration, event tracking, and feedback.
- Supported overall event planning and execution to enhance participant satisfaction and innovation culture.

Outreach and Engagement Head, KURCH   *April 2025 - Present*
- Designed the official club logo and crafted social media posts using Figma, enhancing brand visibility and engagement.
- Led outreach campaigns that increased participation and awareness of research initiatives.
- Coordinated communication across teams to ensure consistent messaging and event promotion.
- Supported event planning and execution, boosting community involvement in academic activities.